

To Whom It May Concern,

I am a manager with lia sophia jewelry and have only been with the company for 5 months. I have already had the opportunity to have a very successful and productive business in these short months. Direct sales is a wonderful industry to be in. In fact, I left the corporate world to join this industry because of the endless opportunities that are offered with companies like lia sophia.

I strongly believe these opportunities come from the fact that we allow women or men to use their sheer excitement for the business to begin immediately and make things happen. When there are waiting periods, people lose excitement and drive and second guess themselves. When they can act on the excitement they feel about opportunity, then that is contagious to their customers and other potential team members who see these new women in action and doing well and want to be a part of that too. I understand we want to be up front and honest about the business and with lia sophia we are, but this is also sales and we need to act with urgency to keep people excited about *OUR* product vs. someone else's. That is normal practice with any sales company whether it's direct sales or not.

I don't know of any other company that is required to share with prospective new employees how many associates leave in the first two years. If someone asks they *MIGHT* have that information, but they might not as well. Why should direct sales be treated differently? Each person has the exact same opportunity as the next; it's just in what they choose to do with that opportunity. There are many, many reasons why people choose to leave the direct sales force and that doesn't make it any more of a risk for the next interested person. I say we should leave the direct sales as it is. It is not easy, but for those who work it smart and share their enthusiasm with others and their love for whatever their product is they are offering, it is a wonderful business to be in. Why would we want to change that?

Sincerely,
Karrie Landsverk
Manager with lia sophia Jewelry